IN THE CLAIMS

1. (Currently Amended) A <u>computer-implemented</u> method of evaluating potential sales and business opportunities relating to establishing tire sales at an automotive service center <u>by calculating metrics that include a projected tire sales for the automotive center,</u> comprising:

       collecting operational data from the service center <u>and storing the operational data in a computer-readable memory</u>, wherein the operational data comprises an average number of repair order requests <u>per time period</u>, ~~hours of operation~~ <u>a number of days the service center is open per time period</u>, and identification of one or more carlines serviced;

       calculating a maximum expected number of tires ~~which may~~ <u>to</u> be sold for each carline per time period <u>using one or more data processors and storing the maximum expected number in a computer-readable memory</u>, wherein the maximum <u>expected number</u> is equal to the average number of repair order requests <u>per time period</u> multiplied by the number of days the service center is open per time period multiplied by four ~~(4) tires~~ multiplied by a tire tread index, wherein the tire tread index varies according to carline and represents a percentage of cars serviced by the service center which have ~~tires in need of replacement~~ <u>a tire tread depth less than a tread depth threshold</u>;

       determining a tire sales goal for ~~the service center~~ <u>each carline, the tire sales goal being a fraction of the maximum expected number using the one or more data processors and storing the tire sales goal in a computer-readable memory</u>; and

       calculating <u>the</u> projected tire sales <u>for the automotive service center using the one or more data processors</u> by adding an average retail tire price for <u>a</u> tire associated with <u>a</u> ~~each~~ carline to a charge for services involved in mounting and balancing a tire to generate a sum, multiplying the sum by the <u>tire</u> sales goal <u>for the carline, and</u> scaling to the time period <u>to generate a tire sales for</u>

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a carline, and summing the tires sales for each carline to determine a total projected tire sales for the automotive service center and storing the projected tire sales for the automotive service center in a computer-readable memory.

2. (Original) The method of claim 1, wherein the time period is one year.

3. (Currently Amended) The method of claim 1, wherein the operational data further includes ~~a~~ ~~number of new, used and certified cars sold per year, charge for mount and balance, and~~ an employee pay rate per hour~~;~~

     wherein a net profit is calculated based on the projected tire sales for the automotive service center and the employee pay rate per hour.

4. (Currently Amended) The method of claim 1, wherein the tire tread index is no greater than ~~about~~ 30%.

5. (Currently Amended) The method of claim 1, wherein the tire tread index is ~~about~~ 10% to ~~about~~ 15%.

6. (Currently Amended) The method of claim 1, further including calculating total savings, net profit, warranty costs, capital investment, return on investment, and total equipment costs using the projected tire sales for the automotive service center.

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7. (Original) The method of claim 1, where the existing service center is affiliated with a car dealership that sells new, used, and certified pre-owned cars.

8. (Currently Amended) The method of claim 1, further including ~~the calculation~~ calculating a[[of]] capital investment cost, wherein the capital investment cost is determined by adding ~~together~~ a cost of purchasing tire installation equipment and an inventory investment cost ~~costs~~, wherein the inventory investment cost ~~costs~~ is calculated by dividing the ~~annual tires~~ projected tire sales by the an inventory turn goal and multiplying by an average wholesale tire price associated with a carline.

9. (Currently Amended) The method of claim 1, further including ~~the calculation of~~ calculating an inventory space requirement ~~requirements~~.

10. (Currently Amended) The method of claim 1, further including ~~the calculation of~~ calculating a cost of satisfying warranty claims wherein the cost is determined by multiplying a number of new annual car sales for ~~the~~ a dealership by a warranty factor.

11. (Currently Amended) The method of claim 1, further including ~~the calculation of~~ calculating a loyalty factor, wherein the loyalty factor is determined by dividing ~~the~~ an annual tires sold by a loyalty variable.

12. (Currently Amended) A computer-implemented method of evaluating potential sales and business opportunities relating to establishing tire sales at an automotive service center affiliated

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with a car dealership, wherein the dealership sells new, used, and certified pre-owed cars by calculating metrics that include a business opportunity metric, comprising:

collecting operational data from the service center and storing the operational data in a computer-readable memory, wherein the operational data comprises an average number of repair order requests per time period, ~~hours of operation~~ a number of days the service center is open per time period, and an identification of one or more carlines serviced;

calculating a maximum expected number of tires ~~which may~~ to be sold for each carline per time period using one or more data processors and storing the maximum expected number in a computer-readable memory, wherein the maximum expected number is equal to the average number of repair order requests per time period multiplied by the number of days the service center is open per time period multiplied by four ~~(4) tires~~ multiplied by a tire tread index, wherein the tire tread index varies according to carline and represents a percentage of cars serviced by the service center which have ~~tires in need of replacement~~ a tire tread depth less than a tread depth threshold;

determining a tire sales goal for each carline ~~the service center~~, the tire sales goal being a fraction of the maximum expected number using the one or more data processors and storing the tire sales goal in a computer-readable memory; and

calculating a projected tire sales using the one or more data processors and storing the projected tire sales in a computer-readable memory by adding an average retail tire price for a tire associated with ~~each~~ a carline to a charge for services involved in mounting and balancing a tire to generate a sum, multiplying the sum by the tire sales goal for the carline, and scaling to the time period to generate a tire sales for a carline, and summing the tires sales for each carline to determine a total projected tire sales;

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calculating a certified pre-owned savings associated with ~~the~~ tire sales using the one or more data processors and storing the projected tire sales in a computer-readable memory, wherein [[a]] the certified pre-owned savings is calculated by comparing a cost associated with outsourcing ~~the~~ replacement of certified pre-owned car tires with a cost associated with internally supplying new tires to the certified pre-owned cars; and

calculating the business opportunity metric using the one or more data processors and storing the business opportunity metric in a computer-readable memory by adding together the total projected tire sales and the certified pre-owned savings.

13. (Currently Amended) The method of claim 12, wherein the operational data further includes ~~a number of new, used and certified cars sold per year, charge for mount and balance, and~~ an employee pay rate per hour~~;~~

wherein a net profit is calculated based on the projected tire sales for the automotive service center and the employee pay rate per hour.

14. (Currently Amended) The method of claim 12, wherein the tire tread index is ~~about~~ 10% to ~~about~~ 15%.

15. (Currently Amended) The method of claim 12, further including calculating total savings, net profit, warranty costs, capital investment, return on investment, and total equipment costs using the projected tire sales.

16. (Currently Amended) The method of claim 12, wherein the cost ~~of~~ <u>associated with</u> internally

supplying <u>new</u> tires is calculated by multiplying ~~the~~ <u>a</u> number of annual certified pre-owned cars

sold by a pre-owned car service goal and adding [[in]] labor costs for replacing ~~the~~ tires, and

       wherein the cost <u>associated with</u> [[of]] outsourcing the ~~tire~~ replacement is calculated ~~with~~

<u>using an</u> [[the]] average retail tire price.

17. (Currently Amended) The method of claim 12, further including ~~the calculation of~~

<u>calculating a</u> capital investment cost, wherein the capital investment cost is determined by adding

~~together~~ <u>a</u> cost of purchasing tire installation equipment and <u>an</u> inventory investment <u>cost</u> ~~costs~~,

wherein <u>the</u> inventory investment <u>cost</u> ~~costs~~ is calculated by dividing the ~~annual tires~~ <u>projected</u>

<u>tire sales</u> by ~~the~~ <u>an</u> inventory turn goal and multiplying by an average wholesale tire price

associated with a carline.

18-25. (Withdrawn)

26. (New) The method of claim 1, wherein the tire tread index for a carline is calculated by

measuring a tread depth for a plurality of cars in the carline, determining a number of the

plurality of cars having a tire tread depth less than a tread depth threshold, and determining the

tire tread index based on the number of cars having a tire tread depth less than the tread depth

and the number of cars in the plurality of cars in the carline.

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